

AGENDA
ADVERTISING AND PROMOTION COMMISSION
February 13, 2012 2:00 p.m. Fayetteville Town Center

- I. Call to Order – Maudie Schmitt

- II. Reports
 - A. Approval of Minutes for January monthly meeting
 - B. Financial Report
 - 1. HMR Revenues – Marilyn Heifner
 - 2. Financial Statements - Keith Glass
 - 3. Update from City Attorney re: delinquent tax collection efforts – Kit Williams
 - C. Departmental Reports
 - 1. Clinton House Museum
 - 2. Convention and Visitors Bureau
 - 3. Town Center
 - D. Advertising Agency Report – Mike Sells

- III. Old Business
 - A. Old Post Office

- IV. New Business

- V. Adjourn

**ADVERTISING AND PROMOTION COMMISSION
REGULAR MEETING
January 9, 2012**

Commissioners Present: Bob Davis, Lioneld Jordan, Brandon Karn, Bill Lyle, and Maudie Schmitt.

Commissioners Absent: Justin Tennant and Hannah Mills

Staff Present: Marilyn Heifner, Shelly Walters, Sandra Bennett

CALL TO ORDER

Maudie Schmitt called the regular monthly meeting of the Fayetteville Advertising and Promotion Commission to order on January 9, 2012, at 2:00 p.m.

ELECTION OF CHAIRMAN FOR 2012

Moved by Davis, second by Jordan to elect Maudie Schmitt chairman for 2012. Motion carried.

OLD BUSINESS

Old Post Office

Marilyn presented a Business Plan for the Old Post Office. A copy is available in the Fayetteville CVB office.

Davis complimented the business plan. He asked who was responsible for utility problems that might be discovered since the land surrounding the building is a city park? Kit Williams indicated that the current owners have an easement across the property and the building owner/lessee would be responsible for maintenance and repair. The mayor agreed. Davis liked the portion in the lease giving the A & P Commission 12-14 months to exercise the option to purchase.

He indicated that though the budget allowed for 10 artist studios that more could possibly be accommodated. He liked the synergy between First Thursday, Fayetteville Underground and local businesses. He didn't see too many negatives and thanked Brandon Karn and Marilyn Heifner for pursuing the opportunity.

The Mayor asked what kind of roof was on the building. Marilyn said a copper roof had been installed in 2005. The mayor said we needed to make sure the roof was sealed properly to prevent future problems. He said this was a tremendous opportunity for the A & P Commission and the City and a great opportunity to invest in downtown and in the arts.

Karn said the Old Post Office was the heart of the city for so many years and many people want to see the building regenerated.

Frank Sharp, 2062 Smokehouse Trail, said he was a part of the 1974 group that started the petition drive to save the Old Post Office and presented it to the Housing Authority.

People cared about the building then and care about it now. He said, "Of course, there will be problems, there always are."

Leilani Law, artist, said she had been a part of the underground for 18 months and served on the arts committee. She said 1) that the Board of Directors make sure the artists were represented the artists and their vision, 2) that the woodwork by Steve Moore be dismantled, not demolished, and 3) that she was willing to help and be a part.

Hank Kaminsky, artist, said he had been in Fayetteville since the early 80's. He is glad to see that the artists are a significant part of Fayetteville and that we are planting the seeds of cultural arts. He reiterated Leilani's concern for artist representation on the Board. The reorganization will contribute to resurgence of the Underground.

Martin Miller, managing director of TheatreSquared and on the Fayetteville Arts Council said that this move will raise Fayetteville's profile nationally. Kudos for having the Old Post Office be a cultural arts anchor.

Davis moved, Jordan second, that the A & P Commission move forward with the intent to execute a lease with the option to purchase the Old Post Office. After Ron Bumpass reviews the lease, it will be resubmitted for final approval by the Commission. Motion carried.

APPROVAL OF MINUTES

Jordan moved to approve the minutes of the December 2011 meeting, second by Lyle. Motion carried.

FINANCIAL REPORT

HMR Report - Marilyn reported that the HMR tax was outstanding for December, a 17.79% increase. Year end increase was 5.38%.

Financial Statements - Marilyn also reviewed November financials in lieu of the absence of Keith Glass. There were no outstanding issues or unusual expenses or income in any account.

Update from City Attorney - Kit Williams reported that the City prosecutor collected \$12,322.50 in November. Year to date \$47,080.19 has been collected. Davis inquired about 13 places without a balance, some because of improper forms. Discussion ensued regarding enforcement of those not filling out forms.

A & P YEAR IN REVIEW

Marilyn presented a multimedia report of activities of the Clinton House, the CVB, and the Town Center.

ADVERTISING AGENCY REPORT

Mike Sells reported that the number of Fayetteville Guide downloads in 2011 (17,500) exceeded the number of Visitor Guides printed in the first year. The Old Post Office will be

a marketing focus in 2012. Fayetteville HMR numbers (+5.4%) were compared to the state (+3.2%).

Drew Finkbeiner explained the rationale for the media plan. In 2011, we owned the sports market. In 2012, we will capitalize on Crystal Bridges. We will continue what worked last year and do what we can to improve on it. Niche marketing will subsidize the overall marketing goals promoting Fayetteville as the premier city in Northwest Arkansas. We will position Fayetteville as a “must return” city.

Greg Harrison reviewed the media plan and highlighted key differences in the plan from last year.

Moved by Karn to approve media plan for 2012, second by Davis. Motion carried.

NEW BUSINESS

Parking Deck Tokens – Because of the increase in the daily parking entry charge (which was approved by the Commission in December), charge for individual tokens should be increased. Moved by Karn, second by Davis to increase the parking tokens from \$3 to \$4 each and tokens purchased in bulk will increase for 100 tokens from \$100 to \$133 on a escalated rate scale. Motion carried.

There being no further business, the meeting was adjourned.

Respectfully submitted,

Marilyn Heifner
Executive Director

Advertising and Promotion Commission
For month of **January 2012**

Current Year HMR Collected (2120.0912.4101.00)	\$ 184,501.79
Prior Year Collected (2120.0912.4101.01)	\$ 21,436.73
First Security Investment Interest Revenue (2120.0912.4708.00)	\$ 905.59
Total Revenues	<hr/> \$ 206,844.11
Annual Bond Audit Expense (2120.9120.7602.60)	\$ -
Collection Expense (2120.9120.5333.00)	\$ (4,118.77)
Bank of OK Quarterly Fee (2120.9120.5712.00)	\$ (1,125.00)
Town Center Bond Payment (2120.9120.5712.00)	\$ (56,133.99)
2010 Property Taxes on Town Center (2120.9120.7602.60)	
Total Expenses	<hr/> \$ (61,377.76)
Total Check to A&P	<hr/> <hr/> \$ 145,466.35

*~ This report represents HMR collections through the end of the month.
These figures may include past due amounts.*

City of Fayetteville, Arkansas
Monthly HMR Tax Collections 2008-2011

	2009 Total HMR Taxes	2010 Total HMR Taxes	2010 Change Over Prior Year	2011 Total HMR Taxes	2011 Change Over Prior Year	2012 Total HMR Taxes	2012 Change Over Prior Year
January	\$166,214	\$166,645	0.00%	\$179,546	7.74%	\$205,939	14.70%
February	\$167,141	\$143,940	-13.88%	\$158,037	9.80%		
March	\$180,027	\$172,662	-4.09%	\$169,093	-2.06%		
April	\$191,542	\$187,730	-2.00%	\$187,976	0.00%		
May	\$190,320	\$185,096	-2.74%	\$188,149	1.65%		
June	\$190,237	\$184,371	-3.08%	\$205,700	11.57%		
July	\$180,944	\$196,323	0.08%	\$205,438	4.60%		
August	\$167,897	\$180,741	7.65%	\$189,839	5.03%		
September	\$176,463	\$184,471	4.54%	\$195,427	5.94%		
October	\$189,728	\$195,169	2.87%	\$214,713	10.01%		
November	\$190,887	\$213,494	11.84%	\$203,529	-4.67%		
December	\$174,568	\$171,511	-0.18%	\$202,027	17.79%		
Total	\$ 2,165,969	2,182,155	0.75%	2,299,473	5.38%	\$205,939	14.70%



Keith M. Glass, CPA

2580 N. College
Fayetteville, AR 72703
(479) 571-0811
(479) 571-0812 fax

Accountant's Compilation Report

503 Pitman P.O. Box 268
Prairie Grove 72753
(479) 846-3424
fax (479) 846-4314

To Commission Members,


I have compiled the accompanying statements of assets, liabilities, and capital arising from transactions of Fayetteville Advertising and Promotion Commission, The Fayetteville Town Center, The Convention and Visitors Bureau, and The Clinton House Museum as of December 31, 2011 and the related statements of revenue and expenses for the period then ended, and twelve months then ended and the period then ended last year, and twelve months then ended last year, and the related Statement of budget, revenue and expenses for the month then ended. I have not audited or reviewed the accompanying financial statements and, accordingly, do not express an opinion or provide assurance about whether the financial statements are in accordance with the modified accrual basis of accounting. The financial statements have been prepared on the modified cash basis, which is a comprehensive basis of accounting other than generally accepted accounting principles.

Management (Owners) is(are) responsible for the presentation and fair presentation of the financial statements in accordance with the modified cash basis of accounting and for designing, implementing and maintaining internal control relevant to the preparation and fair presentation of the financial statements.

My responsibility is to conduct the compilation in accordance with Statements on Standards for Accounting and Review Services issued by the American Institute of Certified Public Accountants. The objective of a compilation is to assist management in presenting financial information in the form of financial statements without undertaking to obtain or provide any assurance that there are no material modifications that should be made to the financial statements.

Management has elected to omit substantially all of the disclosures ordinarily included in financial statements arising from modified cash basis of accounting. If the omitted disclosures were included in the financial statements, they might influence the user's conclusions about the Company's asset, liabilities, equity, revenue, and expenses. Accordingly, these financial statements are not designed for those who are not informed about such matters.

I am not independent with respect to Fayetteville Advertising and Promotion Commission, The Fayetteville Town Center, The Convention and Visitors Bureau, and The Clinton House Museum.


Keith M. Glass, CPA

2-8-12
Date

Fayetteville A&P Commission
Statement of Assets, Liabilities & Equity - Modified Cash Basis
December 31, 2011

ASSETS

Current Assets		
CVB Cash in Register	\$	100.00
CHM Cash in Register		100.00
Arvest A&P General #4856		211,115.67
1st Security A&P General #8714		432,176.40
1st Sec Fay Town Ctr #8722		159,203.73
1st Sec. Clinton House #8749		36,104.30
1st Sec. Conv Visitor #8730		71,031.25
Arvest Payroll Account #4636		26,556.26
Due From Other Funds		18,567.88
Investments		1,787,968.01
Investment Adj to Market		10,057.07
Total Current Assets		2,752,980.57
Property and Equipment		
Furniture and Fixtures		41,952.36
Equipment		179,689.91
Leasehold Improvements		45,775.99
CVB Building		930,569.02
CVB Land		198,621.00
Building Additions		318,677.24
Accum. Depreciation		(339,396.50)
Total Property and Equipment		1,375,889.02
Other Assets		
Total Other Assets		0.00
Total Assets	\$	4,128,869.59

LIABILITIES AND CAPITAL

Current Liabilities		
Aflac	\$	253.82
Colonial Life & Acc Ins Payabl		(1,157.04)
Federal Payroll Taxes Payable		8,342.28
FUTA Tax Payable		732.93
State Payroll Taxes Payable		870.04
SUTA Payable		(1,042.85)
Employee Benefits Payable		10,935.77
Due to Other Funds		4,065.11
Due to Town Center		4,142.40
Total Current Liabilities		27,142.46
Long-Term Liabilities		
Total Long-Term Liabilities		0.00
Total Liabilities		27,142.46

See Accountants' Compilation Report

Fayetteville A&P Commission
Statement of Assets, Liabilities & Equity - Modified Cash Basis
December 31, 2011

Capital		
Beginning Balance Equity	3,879,562.33	
Unrestricted Fund Balance	281,937.74	
Restricted Fund-540 Film Grant	221.53	
Retained Earnings	225.00	
Net Income	(60,219.47)	
Total Capital		4,101,727.13
Total Liabilities & Capital	\$	4,128,869.59

See Accountants' Compilation Report

Fayetteville A&P Commission
Statements of Revenue & Expenses - Modified Cash Basis
For the Month and Twelve Months Ending December 31, 2011

	Current Month		Year to Date	
Revenues				
HMR Tax Revenue	\$ 201,958.16	83.32	\$ 2,285,226.25	76.77
Prior Year HMR Tax Revenue	(69.00)	(0.03)	12,960.73	0.44
Rental Income	24,574.99	10.14	385,712.69	12.96
Other Income	300.00	0.12	18,279.85	0.61
Artini Income	2,170.00	0.90	4,870.00	0.16
Parking Revenue	0.00	0.00	7,503.11	0.25
Parking Lease	0.00	0.00	8,680.86	0.29
Gift Shop Sales	162.66	0.07	4,025.10	0.14
Visitor Store	10,653.39	4.40	66,962.45	2.25
Partnership Income	0.00	0.00	4,400.00	0.15
Admission Revenue	267.00	0.11	7,431.57	0.25
Special Projects	0.00	0.00	9,442.19	0.32
Interest Income Investments	0.00	0.00	12,909.07	0.43
Interest Income Checking	296.40	0.12	4,429.59	0.15
Visitor Guide Ad Income	500.00	0.21	12,575.00	0.42
Hospitality Summit	0.00	0.00	180.00	0.01
LOTO Sponsor Income	1,573.75	0.65	3,733.75	0.13
Fee Refunds	0.00	0.00	(2,525.00)	(0.08)
Transfer In	0.00	0.00	130,000.00	4.37
Total Revenues	242,387.35	100.00	2,976,797.21	100.00
Cost of Sales				
Clinton House Gift Shop	0.00	0.00	3,695.05	0.12
Total Cost of Sales	0.00	0.00	3,695.05	0.12
Gross Profit	242,387.35	100.00	2,973,102.16	99.88
Expenses				
Signage- Tourism	2,178.88	0.90	11,863.01	0.40
Credit Card Discounts	553.78	0.23	5,994.40	0.20
Bank Charges	0.00	0.00	437.73	0.01
Parking Expense	0.00	0.00	665.00	0.02
Advertising & Marketing	21,465.96	8.86	419,320.66	14.09
Brochures	1,915.77	0.79	154,698.59	5.20
Accounting & Legal Fees	656.12	0.27	7,826.12	0.26
Audit Expense	0.00	0.00	2,100.00	0.07
Office Expense	159.15	0.07	18,055.36	0.61
Visitor Store Exp	120.95	0.05	45,424.89	1.53
Insurance-Building	0.00	0.00	9,634.00	0.32
Insurance & Health Benefits	5,639.56	2.33	53,476.20	1.80
408 (P) Company Match	981.78	0.41	11,125.94	0.37
Car Allowance	300.00	0.12	3,600.00	0.12
Telephone Expense	235.11	0.10	9,090.17	0.31
Postage and Shipping Expense	1,305.90	0.54	15,819.68	0.53
Tracking Software	0.00	0.00	1,695.00	0.06
Material & Supplies	0.00	0.00	2,019.64	0.07
Rent	0.00	0.00	12,000.00	0.40
Maintenance/Lawn	0.00	0.00	490.97	0.02
Repairs & Maintenance Expense	6,581.86	2.72	139,832.84	4.70
Kamensky Fountain Maintenance	147.49	0.06	5,313.33	0.18
Linens	186.05	0.08	23,986.00	0.81
Publications & Dues	1,324.00	0.55	16,549.00	0.56

See Accountants' Compilation Report

Fayetteville A&P Commission
Statements of Revenue & Expenses - Modified Cash Basis
For the Month and Twelve Months Ending December 31, 2011

	Current Month		Year to Date	
Travel/Training Expense	1,922.86	0.79	35,300.58	1.19
Taxes & Licenses	0.00	0.00	4,362.23	0.15
Collections Expense	4,037.78	1.67	45,963.73	1.54
Interest Expense	391.24	0.16	391.24	0.01
Payroll Tax Expense	3,949.81	1.63	35,856.36	1.20
Convention Development	500.00	0.21	42,877.99	1.44
Research Expense	0.00	0.00	475.00	0.02
Contract Labor	5,971.50	2.46	55,656.24	1.87
Wages Expense	51,300.17	21.16	434,641.62	14.60
Electricity Utility	3,905.46	1.61	62,586.16	2.10
Gas Utility	992.02	0.41	10,861.60	0.36
Water Utility	85.55	0.04	9,482.01	0.32
Cable	561.37	0.23	7,522.65	0.25
Recycling	171.89	0.07	1,616.66	0.05
Security	2,039.02	0.84	6,955.59	0.23
Airport Advertising	0.00	0.00	5,655.00	0.19
Minor Equipment	0.00	0.00	18,077.49	0.61
Minor Equipment Capitalized	1,457.50	0.60	155,003.41	5.21
Airport Info Booth	0.00	0.00	2,400.00	0.08
Other Expense	0.00	0.00	8,408.58	0.28
All Star Games	0.00	0.00	48,308.00	1.62
Saturday of Champions	0.00	0.00	6,198.50	0.21
DECA	0.00	0.00	1,827.75	0.06
Square Gardens	0.00	0.00	281.65	0.01
Dickson St Special Project	0.00	0.00	900.00	0.03
Town Center Garden Maint	0.00	0.00	69.04	0.00
Joe Martin	0.00	0.00	2,500.00	0.08
Bikes, Blues, & Hot Rods	0.00	0.00	445.00	0.01
LOTO Special Project	500.00	0.21	39,627.40	1.33
Arts Live Theatre	0.00	0.00	1,000.00	0.03
Misc Special Project	12,173.12	5.02	204,872.55	6.88
Bond Payments-Town Center	56,133.99	23.16	675,326.46	22.69
Trustee Expense	0.00	0.00	6,852.61	0.23
Transfer OUT	0.00	0.00	130,000.00	4.37
Total Expenses	189,845.64	78.32	3,033,321.63	101.90
Net Income	\$ 52,541.71	21.68	\$ (60,219.47)	(2.02)

Fayetteville A&P Commission
Statement of Revenue & Expenses - Modified Cash Basis
For the Twelve Months Ending December 31, 2011

	Current Month This Year	Current Month Last Year	Year to Date This Year	Year to Date Last Year
Revenues				
HMR Tax Revenue	\$ 201,958.16	\$ 171,511.04	\$ 2,285,226.25	\$ 2,162,544.04
Prior Year HMR Tax Revenue	(69.00)	50.00	12,960.73	19,040.46
Rental Income	24,574.99	25,530.13	385,712.69	386,638.04
Other Income	300.00	840.00	18,279.85	40,631.20
Artini Income	2,170.00	0.00	4,870.00	0.00
Travel Hero	0.00	0.00	0.00	302.37
Parking Revenue	0.00	484.00	7,503.11	6,820.00
Parking Lease	0.00	0.00	8,680.86	14,601.47
Gift Shop Sales	162.66	886.37	4,025.10	4,811.42
Visitor Store	10,653.39	5,881.87	66,962.45	28,693.96
Partnership Income	0.00	0.00	4,400.00	4,600.00
Admission Revenue	267.00	335.00	7,431.57	6,012.44
Special Projects	0.00	0.00	9,442.19	8,530.00
Interest Income Investments	0.00	1,737.58	12,909.07	30,294.51
Interest Income Checking	296.40	406.10	4,429.59	3,093.28
Visitor Guide Ad Income	500.00	0.00	12,575.00	10,750.00
Hospitality Summit	0.00	0.00	180.00	2,040.00
LOTO Sponsor Income	1,573.75	1,830.00	3,733.75	8,690.00
Unrealized Gain/Loss-Inv	0.00	5,800.45	0.00	5,800.45
Fee Refunds	0.00	0.00	(2,525.00)	0.00
Transfer In	0.00	0.00	130,000.00	310,000.00
Total Revenues	242,387.35	215,292.54	2,976,797.21	3,053,893.64
Cost of Sales				
Clinton House Gift Shop	0.00	840.49	3,695.05	2,831.48
Total Cost of Sales	0.00	840.49	3,695.05	2,831.48
Gross Profit	242,387.35	214,452.05	2,973,102.16	3,051,062.16
Expenses				
540 Film Fest Grant Restr	0.00	0.00	0.00	(271.05)
Signage- Tourism	2,178.88	518.94	11,863.01	9,605.69
Credit Card Discounts	553.78	345.50	5,994.40	4,034.37
Bank Charges	0.00	0.00	437.73	18.94
Parking Expense	0.00	100.00	665.00	1,200.00
Advertising & Marketing	21,465.96	31,380.98	419,320.66	408,670.09
Brochures	1,915.77	14,105.65	154,698.59	135,363.47
Accounting & Legal Fees	656.12	625.00	7,826.12	7,555.00
Audit Expense	0.00	0.00	2,100.00	2,100.00
Office Expense	159.15	1,333.62	18,055.36	15,346.67
Visitor Store Exp	120.95	508.00	45,424.89	13,585.40
Insurance-Building	0.00	0.00	9,634.00	0.00
Insurance & Health Benefits	5,639.56	3,095.48	53,476.20	56,400.84
408 (P) Company Match	981.78	1,204.14	11,125.94	11,432.56
Car Allowance	300.00	450.00	3,600.00	3,600.00
Telephone Expense	235.11	742.30	9,090.17	12,431.38
Postage and Shipping Expense	1,305.90	2,000.00	15,819.68	21,614.86
Tracking Software	0.00	0.00	1,695.00	1,695.00
Material & Supplies	0.00	0.00	2,019.64	0.00
Rent	0.00	0.00	12,000.00	12,000.00
Maintenance/Lawn	0.00	0.00	490.97	450.00
Repairs & Maintenance Expense	6,581.86	5,636.85	139,832.84	102,770.97
Kamensky Fountain Maintenance	147.49	325.45	5,313.33	4,899.30
Linens	186.05	2,508.99	23,986.00	26,077.99

See Accountants' Compilation Report

Fayetteville A&P Commission
Statement of Revenue & Expenses - Modified Cash Basis
For the Twelve Months Ending December 31, 2011

	Current Month This Year	Current Month Last Year	Year to Date This Year	Year to Date Last Year
Publications & Dues	1,324.00	644.00	16,549.00	8,874.85
Travel/Training Expense	1,922.86	4,461.00	35,300.58	35,705.97
Taxes & Licenses	0.00	0.00	4,362.23	947.24
Collections Expense	4,037.78	3,431.22	45,963.73	43,631.70
Interest Expense	391.24	0.00	391.24	0.00
Payroll Tax Expense	3,949.81	4,919.54	35,856.36	37,939.62
Depreciation Expense	0.00	43,618.04	0.00	43,618.04
Convention Development	500.00	55.19	42,877.99	22,806.29
Research Expense	0.00	0.00	475.00	0.00
Contract Labor	5,971.50	5,167.50	55,656.24	48,035.30
Commissions	0.00	0.00	0.00	13,414.06
Wages Expense	51,300.17	61,799.83	434,641.62	448,205.66
Electricity Utility	3,905.46	4,288.85	62,586.16	50,527.45
Gas Utility	992.02	737.03	10,861.60	10,080.20
Water Utility	85.55	534.88	9,482.01	8,071.08
Cable	561.37	437.87	7,522.65	2,365.58
Recycling	171.89	171.89	1,616.66	1,989.97
Security	2,039.02	2,003.24	6,955.59	7,197.80
Airport Advertising	0.00	0.00	5,655.00	5,790.00
Minor Equipment	0.00	2,440.64	18,077.49	32,891.37
Minor Equipment Capitalized	1,457.50	(27,547.93)	155,003.41	(27,547.93)
Airport Info Booth	0.00	1,200.00	2,400.00	6,000.00
Other Expense	0.00	0.00	8,408.58	0.00
Botanical Gardens of the Ozark	0.00	3,562.61	0.00	3,562.61
Coaches Clinic	0.00	0.00	0.00	17,250.00
4 State Volleyball	0.00	0.00	0.00	985.00
All Star Games	0.00	0.00	48,308.00	30,000.00
Saturday of Champions	0.00	0.00	6,198.50	2,500.00
7A State Track	0.00	0.00	0.00	1,500.00
DECA	0.00	0.00	1,827.75	1,350.00
Walton Arts Special Project	0.00	0.00	0.00	30,495.18
Solar Splash Specail Project	0.00	0.00	0.00	5,000.00
Square Gardens	0.00	0.00	281.65	0.00
Dickson St Special Project	0.00	0.00	900.00	2,288.00
Town Center Garden Maint	0.00	0.00	69.04	7,758.58
AR Air Museum	0.00	0.00	0.00	5,300.00
Theatre Squad	0.00	6,000.00	0.00	25,871.86
Joe Martin	0.00	0.00	2,500.00	0.00
Ozark Military Special Proj	0.00	476.38	0.00	985.97
Bikes, Babes, & Bling	0.00	0.00	0.00	18,796.38
Bikes, Blues, & Hot Rods	0.00	0.00	445.00	8,489.17
National School Boards	0.00	0.00	0.00	2,257.26
NCAA Baseball Regional	0.00	0.00	0.00	10,000.00
NCAA Track Indoor	0.00	0.00	0.00	10,500.00
SEC Softball Chamionship	0.00	0.00	0.00	2,000.00
Premier Baseball	0.00	0.00	0.00	25,160.00
LOTO Special Project	500.00	806.46	39,627.40	29,351.49
Arts Live Theatre	0.00	0.00	1,000.00	0.00
Misc Special Project	12,173.12	15,120.00	204,872.55	147,314.90
Bond Payments-Town Center	56,133.99	56,304.00	675,326.46	672,102.10
Trustee Expense	0.00	0.00	6,852.61	5,454.59
Transfer OUt	0.00	0.00	130,000.00	310,000.00
Total Expenses	189,845.64	255,513.14	3,033,321.63	3,027,398.82
Net Income	\$ 52,541.71	\$ (41,061.09)	\$ (60,219.47)	\$ 23,663.34

See Accountants' Compilation Report

Clinton House Museum
 Stmt of Budget, Revenue and Expenses - Modified Cash Basis
 Month Ending December 31, 2011

	2011 Annual Budget	2011 Year To Date Accumulated Budget	2011 Year To Date Actual	2011 Year Balance	December Monthly Budget	December Monthly Actual	2010 Year To Date Actual
Revenue							
Transfer from A&P	72,071.00	72,071.00	30,235.00	41,836.00			60,000.00
Admission	6,000.00	6,000.00	7,539.89	(1,539.89)	500.00	267.00	6,012.44
Special Events		-	-	-			
Gift Shop Sales	5,000.00	5,000.00	4,202.78	797.22	424.00	162.66	4,811.42
Interest	144.00	144.00	171.47	(27.47)	12.00	15.12	194.59
Other Income		-	960.00	(960.00)			430.00
Total	83,215.00	83,215.00	43,109.14		936.00	444.78	71,448.45
Expenses							
Salary+Benefits	35,865.00	35,865.00	35,787.49	77.51	4,790.00	4,460.00	34,057.77
Payroll Tax Exp	2,870.00	2,870.00	2,743.72	126.28	384.00	315.18	2,851.58
Insurance-Health	4,025.00	4,025.00	4,811.27	(786.27)	340.00	461.05	4,266.67
401K Match	975.00	975.00	925.99	49.01	117.00	77.26	862.50
Rent	24,000.00	24,000.00	12,000.00	12,000.00	12,000.00		12,000.00
Utilities-\$3690		-	-	-			
Water	1,000.00	1,000.00	1,384.26	(384.26)	40.00	85.55	1,027.49
Gas	1,345.00	1,345.00	1,261.63	83.37	200.00	178.63	1,086.37
Electricity	1,060.00	1,060.00	1,006.83	53.17	88.00	55.47	1,019.41
Telephone Actual	1,250.00	1,250.00	1,288.75	(38.75)	100.00	(100.00)	1,147.17
Materials & Supplies	1,100.00	1,100.00	2,298.74	(1,198.74)	100.00	45.50	1,643.65
Credit Card Discounts	750.00	750.00	783.31	(33.31)	65.00	117.50	537.92
Bank Charges		-	-	-			
Security	275.00	275.00	240.35	34.65	33.00	21.85	262.20
Maintenance/Lawn	500.00	500.00	275.00	225.00			450.00
Repair/Maintenance	1,000.00	1,000.00	14,381.99	(13,381.99)	200.00	1,110.06	980.81
Sales Tax	500.00	500.00	795.39	(295.39)	50.00		
Special Projects	1,000.00	1,000.00	1,162.42	(162.42)	100.00		142.30
Publications/Dues	200.00	200.00	-	200.00	150.00		125.00
Travel/Training	500.00	500.00	562.30	(62.30)			387.99
Gift Shop Items	5,000.00	5,000.00	3,748.05	1,251.95	500.00		2,831.48
Total	83,215.00	83,215.00	85,457.49		19,257.00	6,828.05	65,680.31

See Compilation Letter

Convention Visitor's Bureau
 Stmt of Budget, Revenue and Expenses - Modified Cash Basis
 Month Ended December 31, 2011

	2011 Annual Budget	2011 Year To Date Accumulated Budget	2011 Year To Date Actual	2011 Year Balance	December Monthly Budget	December Monthly Actual	2010 Year To Date Actual
Revenue							
Transfer from A&P	313,431.24	313,431.00	100,000.00	213,431.24			250,000.00
Interest	600.00	600.00	372.77	227.23	50.00	28.52	634.14
Partnership Dues	6,000.00	6,000.00	4,900.00	1,100.00		500.00	4,600.00
Travel Hero	3,000.00	3,000.00	-	3,000.00			302.37
Vist. Ctr. Store	30,000.00	30,000.00	66,962.45	(36,962.45)	4,000.00	10,653.39	28,693.96
Special Projects		-	11,767.60	(11,767.60)		1,573.75	2,755.00
First Thursday	5,000.00	5,000.00	4,898.19	101.81			
Dickson St	1,500.00	1,500.00	-	1,500.00			
Film Festival		-	-	-			
Premier Baseball		-	-	-			
Other Income		-	5,206.39	(5,206.39)		300.00	19,553.00
Total	359,531.24	359,531.00	194,107.40		4,050.00	13,055.66	306,538.47
Expenses							
Salary+Benefits	183,608.00	183,608.00	174,874.32	8,733.68	24,108.00	17,009.14	205,240.46
Payroll Tax Exp	14,688.00	14,688.00	15,024.96	(336.96)	1,224.00	1,729.01	16,978.05
Insurance-Health	25,362.00	25,362.00	21,725.58	3,636.42	2,358.00	1,643.04	21,906.67
401K Match	5,508.24	5,508.00	4,683.21	825.03	459.00	410.28	5,164.96
Telephone	5,000.00	5,000.00	5,127.91	(127.91)	416.00	335.11	4,533.34
Electricity	4,620.00	4,620.00	4,876.09	(256.09)	392.00	319.14	3,810.13
Water	650.00	650.00	619.51	30.49	50.00		610.11
Conv & Tourism Develop	40,000.00	40,000.00	23,649.45	16,350.55	2,500.00	500.00	21,828.92
Travel & Training	32,385.00	32,385.00	31,836.99	548.01	100.00	925.00	29,372.14
Publications/Dues	3,810.00	3,810.00	4,449.00	(639.00)		939.00	5,981.00
Repair/Maintenance	2,000.00	2,000.00	6,360.81	(4,360.81)			1,490.74
Office Supp/Printing	12,000.00	12,000.00	8,374.23	3,625.77	1,000.00		7,177.85
Tracking Software/Maint	2,000.00	2,000.00	1,695.00	305.00			1,695.00
Credit Card Discounts	1,000.00	1,000.00	2,336.34	(1,336.34)	100.00	217.19	975.44
Taxes & Licenses(ASCAF	300.00	300.00	405.34	(105.34)			202.68
Visitor Ctr Store Items	20,000.00	20,000.00	45,370.89	(25,370.89)	1,000.00	120.95	13,585.40
Education Reimbursement		100.00	-	-			
Bank Charges		-	182.85	(182.85)			
Parking Expense	1,200.00	1,100.00	600.00	600.00	100.00		1,200.00
Advertising & Marketing		-	721.57	(721.57)			7,735.81
Special Project		-	13,918.50	(13,918.50)		500.00	4,269.63
First Thursday	3,900.00	3,900.00	1,008.14	2,891.86		440.00	
Dickson St	1,500.00	1,500.00	-	1,500.00			
Minor Equipment		-	7,996.43	(7,996.43)			2,440.64
Premier Baseball		-	-	-			25,160.00
Sales Tax		-	-	-			
Depreciation Expense		-	-	-			23,556.84
Research Exp		-	475.00	-			
Total	359,531.24	359,531.00	376,312.12		33,807.00	25,087.86	404,915.81

See Compilation Letter

Fayetteville Town Center
Stmnt of Budget, Revenue and Expense - Modified Cash Basis
Month Ending December 31, 2011

	2011 Annual Budget	2011 Year To Date Accumulated Budget	2011 Year To Date Actual	2011 Year Balance	December Monthly Budget	December Monthly Actual	2010 Year To Date Actual
Revenue							
Rental Incl Service			-	-			
Actual 11	394,880.00	394,880.00	350,932.80	43,947.20	29,112.00	21,824.99	353,965.04
Interest - Checking	480.00	480.00	654.85	(174.85)	40.00	65.06	495.92
Parking Revenue		-	8,449.34	(8,449.34)			6,820.00
Daily	7,000.00	7,000.00	1,601.00	5,399.00	311.00		
Leases	10,000.00	9,800.00	6,420.12	3,579.88			14,601.47
Sales Tax Exp	(3,500.00)	(3,300.00)	(377.50)	(3,122.50)	(333.00)		
Special Projects	10,000.00	10,000.00	2,170.00	7,830.00		2,170.00	
Misc Revenue		-	3,975.00	(3,975.00)			12,653.25
Transfer		-	-	-			
Total	418,860.00	418,860.00	373,825.61		29,130.00	24,060.05	388,535.68
Expenses							
Salary+Benefits	156,379.00	156,379.00	146,619.49	9,759.51	19,253.00	23,437.70	128,690.94
Commissions		-	-	-			13,414.06
Contract Labor	1,500.00	1,500.00	19,639.99	(18,139.99)	125.00	2,691.50	15,035.30
Payroll Taxes	12,510.00	12,510.00	11,591.51	918.49	1,320.00	1,365.75	11,806.90
Credit Card Discount	3,000.00	3,000.00	2,874.75	125.25	250.00	219.09	2,521.01
Insurance	19,827.60	19,827.60	20,345.12	(517.52)	1,729.60	2,212.13	25,251.50
401K Match	4,691.37	4,691.37	3,117.37	1,574.00	408.37	289.24	2,914.59
Utilities		-	-	-			
Water	6,225.00	6,225.00	7,478.24	(1,253.24)	600.00		6,433.48
Phone	720.00	720.00	2,673.51	(1,953.51)	60.00		6,750.87
Electricity	64,741.00	64,741.00	57,367.88	7,373.12	5,200.00	3,530.85	54,717.97
Gas	11,969.00	11,969.00	9,621.82	2,347.18	1,485.00	813.39	8,993.83
Cable	5,400.00	5,400.00	6,535.84	(1,135.84)	450.00	561.37	2,365.58
Recycle Dumpster	1,980.00	1,980.00	1,616.96	363.04	165.00	171.89	1,328.85
Postage	500.00	500.00	1,938.84	(1,438.84)		1,328.85	578.24
Minor Equipment		-	22,708.17	(22,708.17)			1,569.87
Office Expense	6,000.00	6,000.00	6,378.83	(378.83)	500.00		5,194.12
Linens	25,000.00	25,000.00	23,986.00	1,014.00	2,087.00	186.05	26,077.99
Outside Laundry		-	-	-			
Repairs & Maintenance	60,750.00	60,750.00	76,567.64	(15,817.64)	6,250.00	5,471.80	80,318.50
Advertising & Promo	3,000.00	3,000.00	28,905.99	(25,905.99)		1,061.79	6,227.75
Travel/Training	3,000.00	3,000.00	-	3,000.00			3,094.62
Building Insurance	9,000.00	9,000.00	9,634.00	(634.00)			
Taxes & Licenses	4,000.00	4,000.00	3,395.00	605.00			735.00
Special Projects	10,000.00	10,000.00	36,818.05	(26,818.05)		3,755.37	40,536.88
Misc	3,667.03	3,667.03	75.00	3,592.03			
Bank Charges		-	-	-			
Security	5,000.00	5,000.00	6,693.39	(1,693.39)	500.00	2,017.17	6,935.60
Depreciation Eps		-	133,880.62				10,030.60
Total	418,860.00	418,860.00	640,464.01	(87,723.39)	40,382.97	49,113.94	461,524.05

See Compilation Letter

Fayetteville A P
Stmnt of Budget, Revenue and Expenses - Modified Cash Basis
Month Ending December 31, 2011

	2011 Annual Budget	2011 Year To Date Accumulated Budget	2011 Year To Date Actual	2011 Year Balance	December Monthly Budget	December Monthly Actual	2010 Year To Date Actual
Revenue							
HMR Tax Revenue	2,171,850.00	2,171,850.00	2,285,226.09	(113,376.09)	175,170.00	201,958.10	2,162,544.00
Prior Year HMR Tax Rev		-	12,960.73	(12,960.73)		(69.00)	19,040.46
Interest	35,000.00	35,000.00	13,050.34	21,949.66	2,916.00		30,294.51
Visitor Guide ads	15,000.00	15,000.00	12,075.00	2,925.00			5,612.46
Misc Income	17,000.00	17,000.00	7,583.51	9,416.49			36,536.11
Health Reimbursemen	4,893.41	4,892.59	-	4,893.41	412.00		
Rental Income		-	31,806.00	(31,806.00)		2,750.00	32,673.00
Interest Inc Checking	1,500.00	1,500.00	3,089.23	(1,589.23)	125.00	187.70	1,768.63
Total	2,245,243.41	2,245,242.59	2,365,790.90		178,623.00	204,826.80	2,288,469.17
Expenses							
Unrealized Gain/Loss							(5,800.45)
Town Center Fund	675,548.64	675,548.64	675,326.46	222.18	56,580.64	56,133.99	672,102.10
Bond Audit Exp	2,000.00	2,000.00	-	2,000.00			
Bond Paying Agent Fe	6,000.00	6,000.00	6,852.61	(852.61)			5,454.59
Workman's Comp Ins	2,600.00	2,600.00	-	2,600.00			
Collection Exp	43,437.00	43,437.00	45,965.73	(2,528.73)	3,508.00	4,037.78	43,631.70
Transfer to CVB	313,431.24	313,431.24	100,000.00	213,431.24			250,000.00
Transfer to Clinton Ho	72,071.00	72,071.00	30,000.00	42,071.00			60,000.00
Peace Fountain Maint	10,000.00	10,000.00	1,205.64	8,794.36	837.00		
Contract Labor		-	33,000.00	(33,000.00)		2,750.00	33,000.00
Salaries	81,653.00	81,653.00	80,166.57	1,486.43	6,809.00	6,833.33	80,216.42
Payroll Tax Exp	7,348.77	7,348.77	6,496.17	852.60	616.77	539.87	6,303.09
Insurance-Health	10,953.51	10,953.51	6,594.73	4,358.78	1,011.51	1,323.34	4,976.00
401K Match	2,449.59	2,449.59	2,399.37	50.22	211.59	205.00	2,490.51
Car Allowance	3,600.00	3,600.00	3,600.00	-	300.00	300.00	3,600.00
Advertising & Marketin	400,000.00	400,000.00	389,772.29	10,227.71	50,000.00	20,374.17	398,161.50
Airport Info Booth	5,200.00	5,200.00	2,400.00	2,800.00			6,000.00
Airport Advertising	6,000.00	6,000.00	5,655.00	345.00	1,500.00		5,790.00
Brochures	150,000.00	150,000.00	154,698.59	(4,698.59)	1,000.00	1,915.77	131,804.20
Website Update	5,000.00	5,000.00	-	5,000.00			
Signage- Tourism	10,000.00	10,000.00	11,531.23	(1,531.23)	300.00	2,178.88	9,605.69
Publication & Dues	2,045.00	2,045.00	11,950.00	(9,905.00)		385.00	2,609.85

See Compilation Letter

Fayetteville A P
 Stmt of Budget, Revenue and Expenses - Modified Cash Basis
 Month Ending December 31, 2011

	2011 Annual Budget	2011 Year To Date Accumulated Budget	2011 Year To Date Actual	2011 Year Balance	December Monthly Budget	December Monthly Actual	2010 Year To Date Actual
Travel/Training	5,000.00	5,000.00	3,101.29	1,898.71		997.86	2,851.22
Recycling		-	-	-			661.12
Office Sup & Printing	1,000.00	1,000.00	2,573.22	(1,573.22)		143.65	1,607.49
Postage	20,000.00	20,000.00	15,061.35	4,938.65	2,500.00	1,453.39	21,023.45
Professional Services	7,500.00	7,500.00	7,826.12	(326.12)	625.00	656.12	7,555.00
Straegic Planning		-	385.35	(385.35)			
Audit Expense	2,000.00	2,000.00	2,100.00	(100.00)	2,000.00		2,100.00
Town Center Garden M	10,000.00	10,000.00	-	10,000.00			
Square Gardens		-	-	-			
Special Projects	239,176.00	239,176.00	261,296.84	(22,120.84)		7,977.75	146,766.91
Air Museum		-		-			5,300.00
AR H.S. Coaches Clinic		-		-			17,250.00
Arts Live		-		-			
Bikes, Babes, & Bling		-		-			18,796.38
Bikes, Blues, & Hot Rods		-		-			8,489.17
Committee for Mardi Gras		-		-			
DECA Marketing Fash. Show		-		-			1,350.00
H.S. Allstar Games		-		-			30,000.00
NWA Coaches Clinic		-		-			
Saturday of Champions		-		-			2,500.00
State Soccer Finals		-		-			
7A State Track Meet		-		-			1,500.00
Baseball & Softball Weekend		-		-			
Dickson St Music		-		-			2,288.00
Duathlon		-		-			
4 State Volleyball Classic		-		-			500.00
Iron Pig Festival		-		-			
Joe Martin Stage Race		-		-			
Natl School Boards		-		-			
Ozark Valley Triathlon		-		-			
Fayetteville Night Jam		-		-			
Ozark Millitary Museum		-		-			
Solar Splash		-		-			5,000.00
TheatreSquared		-		-			25,871.86

See Compilation Letter

Fayetteville A P
 Stmt of Budget, Revenue and Expenses - Modified Cash Basis
 Month Ending December 31, 2011

	2011 Annual Budget	2011 Year To Date Accumulated Budget	2011 Year To Date Actual	2011 Year Balance	December Monthly Budget	December Monthly Actual	2010 Year To Date Actual
Tri Sports Kid's & Family Triathlon		-		-			
NCAA Baseball Regional		-		-			10,000.00
NCAA Track Indoor		-		-			10,500.00
SEC Tennis Tournament		-		-			
SEC Men's & Women's Indoor		-		-			
SEC Softball Championships		-		-			2,000.00
Walton Arts Center		-		-			30,495.18
Misc Expense		-	1,208.94	(1,208.94)		391.24	
Repair & Maintenance	75,000.00	50,000.00	47,885.58	27,114.42	4,000.00		24,643.37
Minor Equip	50,000.00	75,000.00	8,046.66	41,953.34	6,250.00	1,457.50	28,880.86
Depreciation Exp	20,000.00	20,000.00	-	20,000.00	1,685.00		10,030.60
Bank Charges		-	254.88	(254.88)			18.94
Taxes & Licenses		-	-	-			9.56
Convention Development		-	18,843.19				977.37
Unallocated Revenue	6,229.66	6,229.66	-	6,229.66			
Total	2,245,243.41	2,245,243.41	1,936,197.81		139,734.51	110,054.64	2,128,911.68

See Compilation Letter



Kit Williams
City Attorney

Jason B. Kelley
Assistant City Attorney

TO: Mayor Jordan
A&P Commissioners

CC: Don Marr, Chief of Staff
Casey Jones, Prosecuting Attorney

FROM: Kit Williams, City Attorney

A handwritten signature in black ink, appearing to read 'Kit Williams', with a long horizontal flourish extending to the right.

DATE: February 7, 2012

RE: Overdue HMR collection efforts

The City Prosecutor's Office collected **\$6,653.49** to begin 2012. It appears that of all businesses still open and operating, only one has a delinquent balance of HMR taxes unpaid and overdue. Those business owners are scheduled for arraignment and trial this month.

Eleven of the businesses shown on the City Prosecutor's report are listed as closed. The other eight (which are operating) show a delinquent balance of zero.

CLINTON K. JONES
CITY PROSECUTOR
BRIAN THOMAS
DEPUTY CITY PROSECUTOR



MANDY FINKLEA
OFFICE ADMINISTRATOR
E-mail: hotcheck@ci.fayetteville.ar.us
PHONE: (479) 575-8377
(479) 575-8378
Hot Checks: (479) 575-8254
FAX #: (479) 575-8373

OFFICE OF CITY PROSECUTOR

MEMO

TO: K. Williams
Fayetteville City Attorney

FROM: Casey Jones
Fayetteville City Prosecutor

DATE: February 2, 2012

RE: Status of Active HMR cases

* When a Criminal Summons is issued for a violation and the Defendant subsequently pays the delinquent balance the Criminal Summons remains active and is then routinely dismissed by the Judge at arraignment if the Defendant is still current and not in violation.

1.	Acambaro Four Business Closed	Jesus Socarro	Delinquent Balance: \$1,468.04 Active Criminal Summons
2.	Antoinette's Special Cakes & Catering	Antoinette R. Harris Jami A. Harris	Active Criminal Summons Active Criminal Summons Delinquent Balance: -0-
3.	Brenda's Drive-In	Collin L. Wilkins	Active Criminal Summons Delinquent Balance: -0-
4.	Butcher Block Business Closed	Gary W. Bell	Active Contempt of Court Delinquent Balance: \$1,871.28
5.	Café Delta Soul	Mario C. Morris Michael L. Vaughn	Trial date: 2/15/12 Arraignment: 2/24/12 Delinquent Balance: \$1,980.00
6.	Dominoes Pizza Business Closed	Lloyd W. Hardison	Pending Criminal Summons Delinquent Balance: \$4,390.66
7.	Habibi Business Closed	Michael S. Gumm	Trial date: 2/15/12 Delinquent Balance: No Forms
8.	Hjem Restaurant	Matthew W. Holland	Paid: -0- Delinquent Balance: No Forms

9.	Hogwild Pizzeria Business Closed	David S. Mackey	Letter Delinquent Balance: \$1,330.00
10.	Mama Dean's	Meneria D. Morrison Terry L. Morrison	TD: 2/15/12 & 4/4/12 TD: 2/15/12 & 4/4/12 Delinquent Balance: -0-
11.	Mezza Luna	Juan F. Barcenas Francisco C. Soto	Arraignment: 2/24/12 Trial date: 2/8/12 Delinquent Balance: -0-
12.	Neon Ice	Brandon S. Pooree William S. Pooree	Active Criminal Summons Active Criminal Summons Delinquent Balance: No Forms
13.	Northern Exposure	Kevin M. Laughlin	Pending Criminal Summons Paid: \$6,553.49 Delinquent Balance: -0-
14.	Razor's Edge	Barbara A. Burton Alan S. Burton	Dismissed @ Arraignment Dismissed @ Arraignment Delinquent Balance: -0- Case Closed
15.	Seafood Market Bar/Grill Business Closed	Craig E. Dowd	Paid: \$100.00 Delinquent Balance: \$4,367.60
16.	Shanghai Chinese and China Garden Businesses Closed	Hsiao L. J. Shen	Active Contempt of Court Delinquent Balance: \$3,090.00
17.	Soul Restaurant & Lounge Business Closed	Casey E. Dighero	Paid: -0- Delinquent Balance: \$268.34
18.	Tim's Pizza (North) Business Closed	Michael A. Stephens	Active Criminal Summons Delinquent Balance: -0-
19.	Uncle Gaylord's Business Closed	Hiram F. Brandon	FTA Warrant Delinquent Balance: No Forms
20.	WOW Japanese Bistro Business Closed	Chong N. Kim	FTA Warrant Delinquent Balance: \$2,042.00

TOTAL: \$6,653.49

CLINTON HOUSE MUSEUM

MONTHLY REPORT

JANUARY 2012

The Clinton House Museum had a total of 71 visitors in the month of January.

MUSEUM ACTIVITIES AND EVENTS:

The month of January brought many visitors from outside Arkansas and across the globe. We've had an extraordinary amount of non-English speaking visitors the past month. The Clinton House Walking Tour, originally created for large Group Tours, has become an invaluable part of operations at the Museum. It has been translated into many different languages to give international guests a better opportunity to understand and navigate the Museum. This month, we were able to use the German, Spanish, and Chinese versions of the Tour for our guests.

Flowers in the First Ladies Gardens made their 2012 debut this month. The first daffodil blooms along the front rock wall were seen on January 12th. Fans of the Clinton House Museum facebook page made special mention of the house being "always the first place to see daffodils in town." The Garden at the Museum is gaining notoriety with Fayetteville locals and visitors alike making it a must-see in Northwest Arkansas.



first daffodil blooms on Jan. 12th

COMING SOON:

- The ESPN production on the 1994 Razorback Basketball National Championship entitled *40 Minutes of Hell* premieres at Bud Walton Arena on February 11th after the basketball game and on ESPNU that evening. The documentary features footage of both the interior and exterior of the House in addition to a candid interview with President Clinton.
- PBS American Experience – Clinton, It All Began With Hope, including an interview with the Museum's Board of Directors President, Stephen Smith makes its debut on February 15th on PBS and www.pbs.com.
- President's Day Extravaganza – February 20th – Jim Scanlon, who ran against Clinton for the Democratic nomination for the 1973 U.S. House of Representatives campaign will be "cooking out" and telling stories of a young and dedicated Clinton in his first political campaign setting out to change the world.

Fayetteville Visitor Center - 2012 Sales & Visitor Count

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Sales Totals	\$1,863.93											
2011 Totals	\$854.92	\$1,262.24	\$2,450.88	\$5,220.72	\$7,370.00	\$6,356.51	\$5,707.79	\$9,650.33	\$5,182.26	\$7,221.30	\$4,797.54	\$10,741.22
% Change from 2011	118.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%

Visitor Count	686											
2011 Totals	295	238	691	1301	1454	1463	1441	1457	1313	1189	1103	1283
% Change from 2011	132.54%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%

2011 Goal = \$30,000/year or \$2,500/month

2011 Totals		2012 Totals	
Sales	\$66,815.71	Sales	\$1,863.93
Visitors	13228	Visitors	686

*% Change = divide the difference between the two numbers by the 2010 number
then move the decimal two spaces right*

2011 monthly sales average=	\$5,567.98
2011 monthly visitor average=	1102
2011 sales per visitor =	\$5.05

2012 monthly sales average=	\$1,863.93
2012 monthly visitor average	686
2012 sales per visitor =	\$2.72

Inquiries Tabulated by Source/Mode

From: 1/1/2012 To: 1/31/2012

NOTE: This report shows only active modes and sources, and can only display the first nine active modes defined in your system.

Source					Mode
	800 Number	Formatted - Bulk	Formatted - First CI	Totals	
@ Website	1	0	154	155	
Midwest Living	0	25	0	25	
Travel Guides Free	0	553	0	553	
Travel Information.com	0	307	0	307	
UA Graduate School	0	0	32	32	
Totals:	1	885	186	1,072	

Fayetteville Convention & Visitors Bureau

21 S. Block, Suite 100 ~ Fayetteville, AR 72701

Phone: (800) 766-4626, (479) 521-5776 ~ Fax: (479) 571-4731 ~ info@experiencefayetteville.com ~ Web:

www.experiencefayetteville.com

Inquiries by State/Country

From: 1/1/2012 To: 1/31/2012

Showing: all records

<i>State/Country</i>	<i>Inquiries</i>
Alabama	19
Alaska	3
Alberta	4
Arizona	8
Arkansas	70
British Columbia	4
California	49
Colorado	17
Connecticut	7
Delaware	2
Florida	41
Georgia	24
Idaho	1
Illinois	49
Indiana	37
Iowa	38
Kansas	27
Kentucky	13
Louisiana	45
Maine	3
Manitoba	3
Maryland	5
Massachusetts	5
Michigan	37
Minnesota	28
Mississippi	20
Missouri	72
Montana	6
Nebraska	11
Nevada	1
New Brunswick	1
New Hampshire	10
New Jersey	11

Total: 671

Fayetteville Convention & Visitors Bureau

21 S. Block, Suite 100 ~ Fayetteville, AR 72701

Phone: (800) 766-4626, (479) 521-5776 ~ Fax: (479) 571-4731 ~ info@experiencefayetteville.com ~ Web:
www.experiencefayetteville.com

New Mexico	3
New York	32
None Entered	4
North Carolina	22
North Dakota	1
Ohio	26
Oklahoma	35
Ontario	12
Oregon	6
Pennsylvania	22
Quebec	6
Rhode Island	1
Saskatchewan	1
South Carolina	13
South Dakota	5
Tennessee	35
Texas	111
Utah	4
Virginia	11
Washington	14
West Virginia	10
Wisconsin	26
Wyoming	1

Total: 1,072

Fayetteville Convention & Visitors Bureau

21 S. Block, Suite 100 ~ Fayetteville, AR 72701

Phone: (800) 766-4626, (479) 521-5776 ~ Fax: (479) 571-4731 ~ info@experiencefayetteville.com ~ Web:
www.experiencefayetteville.com

Definite Bookings By Booking Date

January 2012

	Meeting Dates	Attnd	Peak	Rooms	\$ Value
SEC Exchange	01/27/2012 01/29/2012	90	40	80	28,026
UA Intramural/Recreational Sports AIRSA State Basketball Tournament	02/24/2012 02/26/2012	300	50	100	93,420
B.E.S.T Baseball 17U World Series	07/11/2012 07/15/2012	300	100	400	155,700
B.E.S.T Baseball Arkansas Summer State Championship	07/18/2012 07/22/2012	300	100	400	155,700
Sub-Total for January	4 Meetings	990		980	\$432,846
GRAND TOTAL	4 Meetings	990		980	\$432,846

Fayetteville Town Center, Manager's Activity Report

January 1, 2012 to January 31, 2012

	JANUARY 2011 (base)	JANUARY 2012	Month % Change	YTD 2011	YTD 2012	YTD % Change
Sales (# returned contracts by log date – GL)	15	15	-0-	15	15	-0-
Completed Events (Paid/Sponsored)	13	12	(8%)	13	12	(8%)
Sales (\$ returned contracts by log date – GL)	\$36,072.75	\$38,976.00	8%	\$36,072.75	\$38,976.00	8%
Collections (\$ - Payment Log)	\$24,331.56	\$30,569.63	26%	\$24,331.56	\$30,569.63	26%
\$ Executed Contracts	\$18,690.00	\$32,325.00	73%	\$18,690.00	\$32,325.00	73%
Average per event (\$ Sales / # Sales)	\$2,404.85	\$2,598.40	8%	\$2,404.85	\$2,598.40	8%

2012 is off to a good start compared to 2011. The focus has been on being more pro-active with re-bookings and putting more effort into working with repeat clients.

Operations Items:

- General maintenance.
- Facility doors repaired.

Marketing, Sales and Public Relations:

- Over 50% of February 2011 events have rebooked for February 2012.
- March through August Saturday dates-95% booked—Spring break and Easter weekends open.
- Because most weekends are full, clients are being encouraged to have their event on Fridays or Sundays.

Event List:

- January 7 – Hairston Reception
- January 10 – Fred Pryor
- January 16 – MLK Banquet
- January 21 – Paint the Town Red
- January 24 – Fred Pryor
- January 28 – UA Associated Student Government
- January 31 – UA Signing Day (set up)

Lessor's/Seller's Counter Offer

The Lease with Option to Purchase Agreement dated _____ between Ronald E. Bumpass Revocable Trust and Lessee/Buyer, Fayetteville Advertising and Promotion Commission, covering the real property know as "The Old Post Office" #1 Center St., Fayetteville, Ar. is not accepted in its present form; therefore, the following counter offer is hereby submitted:

Rent is to be \$7,500 per month.

The premises include the main level and basement level only. The rented premises excludes the 3rd floor and access stairwell to the third floor.

No alterations, changes, additions or major repairs can be made by lessee without the expressed written consent of the lessor.

Lease to be Triple Net with the tenant paying all operating expenses of the building including utilities, insurance, taxes, and ordinary repairs.

Lessee will provide security deposit to Lessor of \$5000.

Existing furniture and equipment to be inventoried and included in the lease.

Regarding Option to Purchase Building:

Purchase Price to be \$1,500,000.

The property is sold in "As is, where is" condition with no warranty made by seller.

Closing to occur within 90 days of the notice that Lessee intends to purchase the property.

Non-Refundable Deposit. A Non-Refundable Deposit is funds tendered by the Lessee/Buyer to Seller to compensate Seller for liquidated damages that may be incurred by Seller resulting from Buyer failing to purchase the property. The liquidated damages shall include, but not be limited to: Seller's time, efforts, expenses and potential loss of marketing due to Seller's removal from market the aforementioned property.

The Deposit is not refundable to the Buyer unless failure to close is exclusively the fault of the Seller or if Seller cannot deliver marketable title to the Property. The Deposit will be credited to Buyer at closing, the deposit will be \$20,000.00 (twenty thousand dollars).

Offer Date: January 25, 2012

Signature of Lessee

Date

Signature of Lessor

Date

Buyer's Counter Offer

The Lease with Option to Purchase Agreement dated January 25, 2012, between Seller Ronald E. Bumpass Revocable Trust and Buyer, Fayetteville Advertising and Promotion Commission, covering the real property known as "The Old Post Office", #1 Center St., Fayetteville, AR is not accepted in its present form; therefore, the following counter offer is hereby submitted:

Regarding the Leasing of the Building:

The Commission no longer wishes to lease the building with the option to purchase.

Regarding Purchase of the Building:

The Buyer wishes to purchase the building outright. Gross Sale Price for the real property and improvements shall be _____ pending a commercial inspection of the building and/or a property appraisal.

All furniture, fixtures, and equipment currently in the Premises shall be included in the purchase of the Premises, as well as all fixtures, materials and historical photos, etc., which were in the original building which are now in storage by the owner.

As a precondition of the sale, Seller agrees to obtain from the Arkansas Department of Historic Preservation a release of preservation easement and Right of Third Refusal at or before closing.

Conveyance shall be made by Seller to Buyer by general warranty deed subject to recorded restrictions and easements, if any.

Conveyance shall be made by Seller to Buyer upon closing. Closing to occur within 60 days of the acceptance of this offer by both parties.

IN WITNESS WHEREOF, the parties set their hands by their duly authorized respective officers.

RONALD E. BUMPASS REVOCABLE TRUST, SELLER

BY: _____

Ronald E. Bumpass

Date: _____

ATTEST: _____

FAYETTEVILLE ADVERTISING AND PROMOTION COMMISSION, BUYER

BY: _____

Marilyn Heifner, Executive Director

Date: _____

ATTEST: _____